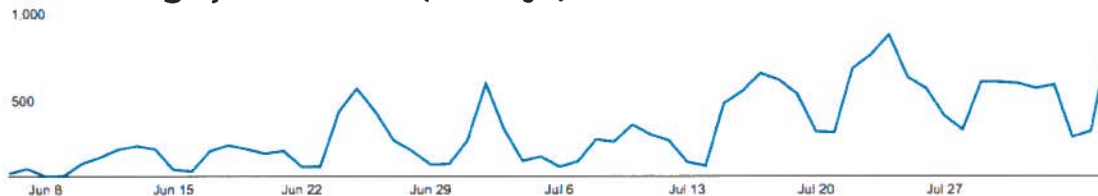


Nevada Health Link (English) Website Analytics

Jun 6 - Aug 5, 2013 traffic (60 days)



Comparing the month of July to June (we started tracking visits on June 6), most of the site's key performance indicators are showing positive results. The few exceptions are the average visit duration and page visits, which have dropped marginally compared to the significant increase in other metrics:

- Visits are **up 147%**
- Unique visitors are **up 150%**
- Pageviews are **up 114%**
- The Average visit duration is **down by 45 seconds**
- And the Bounce Rate (percentage of people that leave the site after only viewing one page) is **down 8.4%** - This is a good thing!

June vs July, 2013

Visits



Unique Visitors



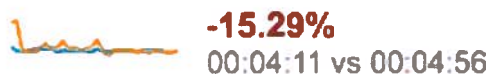
Pageviews



Pages / Visit



Avg. Visit Duration



Bounce Rate





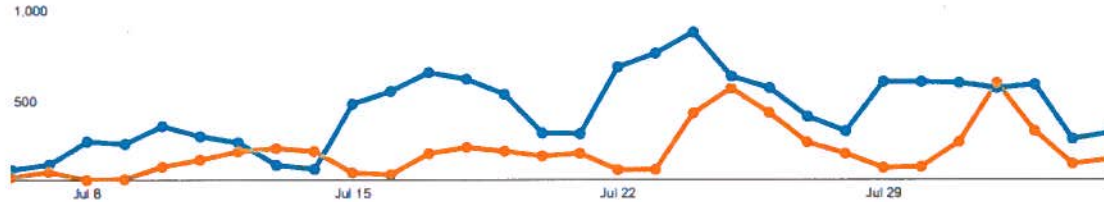
P 775.686.7439

F 775.334.4313

50 W. Liberty / #640

Reno, Nevada 89501

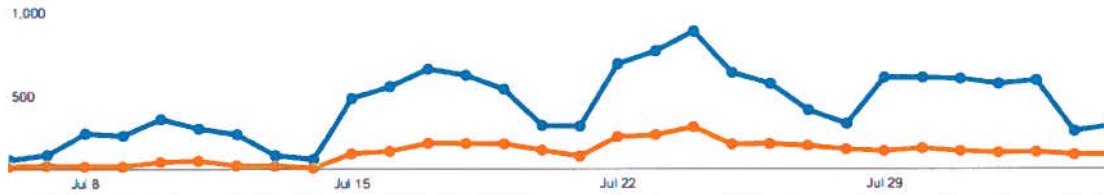
Month Over Month June 6 - July 5 vs July 6 - August 4



Blue: July 2013

Orange: June 2013

July 2013 All Traffic vs Mobile Traffic



Blue: All site visits

Orange: Mobile visits (includes tablets)

Basic Numbers

- Visits: 11,513 (vs 4,665 from June 2013)
- Unique Visitors: 8,066 (vs 3,221 June 2013)
- Page Views: 51,614 (vs 24,070 from June 2013)
- New Visits: 67% (vs 69% from June 2013)
- Avg Visit Duration: 00:04:11 (vs 00:04:56 from June 2013)

Mobile

- 3,034 visits (up 222% from June 2013)
- 2,002 unique visitors (up 200% from June 2013)
- Mobile accounted for 26% of the site's traffic in July



P 775 686 7439

F 775 334 4313

50 W. Liberty / #640

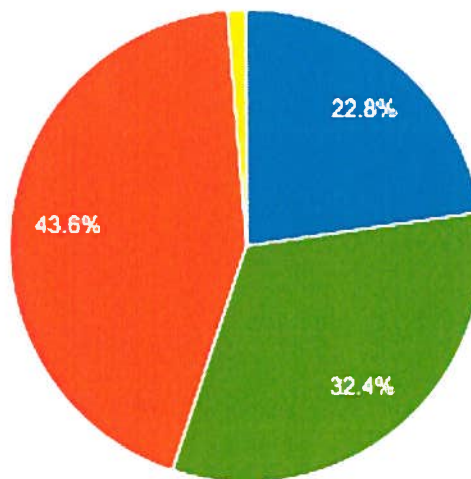
Reno, Nevada 89501

Traffic Sources

- Search Engines: 22.8% (up 268% from June 2013)
- Direct Traffic: 43.6% (down 46.7% from June 2013)
- Referral Traffic: 32.4% (up 105% from June 2013)
- Campaign Traffic: 1.2% (up 160% from June 2013)
- Note: Campaign traffic refers to paid advertisement such as AdWords and banner ads
- Note: Direct and Referral traffic are both particularly high (most traffic on sites is dominated by Search). We can infer that a large amount of people have heard or seen the URL from other sources.

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns

Jul 6, 2013 - Aug 4, 2013



Search Keywords (22.8% of all visits):

- nevada health link
- nevadahealthlink.com
- nv health link
- nevadahealthlink
- nevada health link.com
- Note: It's clear that people already new about Nevada Health Link when they made these searches (the next 30 top keywords are different variations of the brand name). This means that awareness of the brand name has been effectively spread, but also that there is room for improvement in ranking for other keywords and targeting viewers who have not heard of the brand.



P 775.686.7439
F 775.334.4313
50 W. Liberty / #640
Reno, Nevada 89501

Direct Traffic (44% of all visits):

- 76.3% of all direct visits go to the homepage
- 5.2% goes straight to the premium calculator
- 2.6% goes to the individuals page
- 2.2% goes to individuals/income-base-costs
- 1.43% goes to the brokers-agents page

Referring (32.4% of all visits):

- exchange.nv.gov
- pixel.mathtag.com
- insuranceexchangehq.com
- facebook.com
- enlacedeseguromedico.com
- healthinsurance.org
- mynews3.com
- m.facebook.com (Facebook's mobile site)
- Disqus.com
- t.co (Twitter)

Website Visitor Cities:

- Las Vegas (up 208% from June 2013)
- Reno (up 68% from June 2013)
- Henderson (up 201% from June 2013)
- Los Angeles (up 396% from June 2013)
- Carson City (up 68% from June 2013)

Content

Most Visited

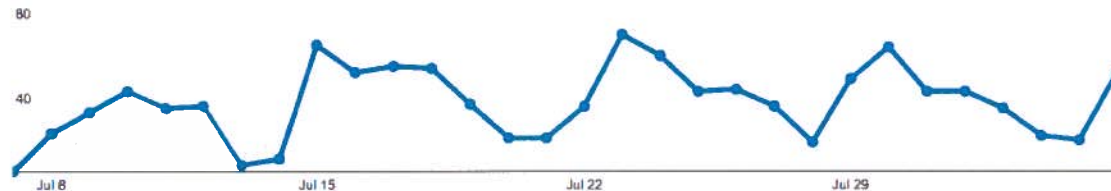
- Homepage
- Premium Calculator
- Individuals
- Income Based Costs
- Proposed 2014 Rates

Top Exit Pages (by # of exits)

- Homepage
- Premium Calculator
- Individuals
- Income Based Costs
- Proposed 2014 Rates

Nevada Health Link (Spanish) Website Analytics

July 7 - Aug 5, 2013 traffic (30 days)



Comparing the first two weeks of data available starting July 7 to the two consecutive weeks, most of the site's key performance indicators are showing positive results, except for the average visit duration, which has dropped by 5 seconds.

- Visits are **up 32%**
- Unique visitors are **up 16%**
- Pageviews are **up 47%**
- The Average visit duration is **down by 5 seconds**
- The Bounce Rate (percentage of people that leave the site after only viewing one page) is **down 5%** - This is a good thing!

Visits



Unique Visitors



Pageviews



Pages / Visit



Avg. Visit Duration



Bounce Rate



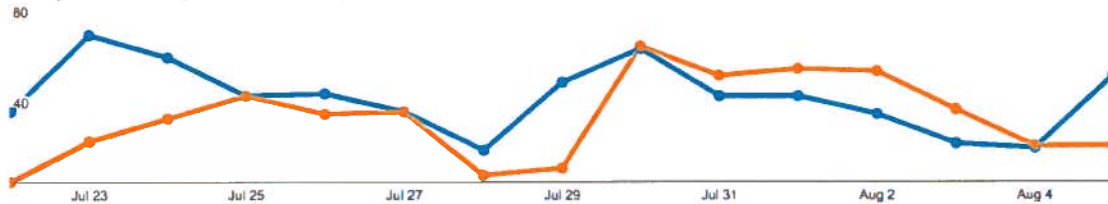
% New Visits





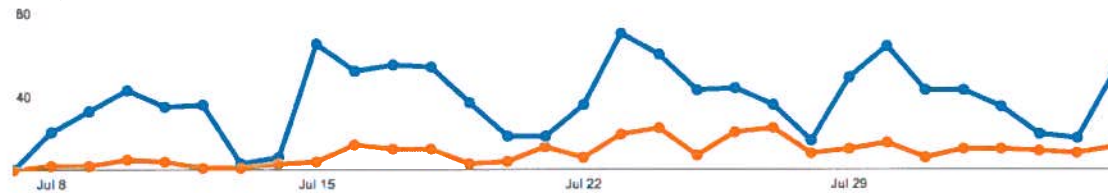
P 775.686.7439
F 775.334.4313
50 W. Liberty / #640
Reno, Nevada 89501

Bi-Weekly Comparison July 7 - July 21 vs July 22 - Aug 5



Blue: July 7 - July 21, 2013
Orange: July 22 - Aug 5, 2013

July 7 - Aug 5, 2013 All Traffic vs Mobile Traffic



Blue: All site visits
Orange: Mobile visits (includes tablets)

Basic Numbers

- Visits: 985
- Unique Visitors: 302
- Pageviews: 3,213
- Avg. Visit Duration: 00:03:21
- New Visits: 54%

Mobile

- 245 visits
- 89 Unique visitors
- Mobile accounted for 25% of the site's traffic in July

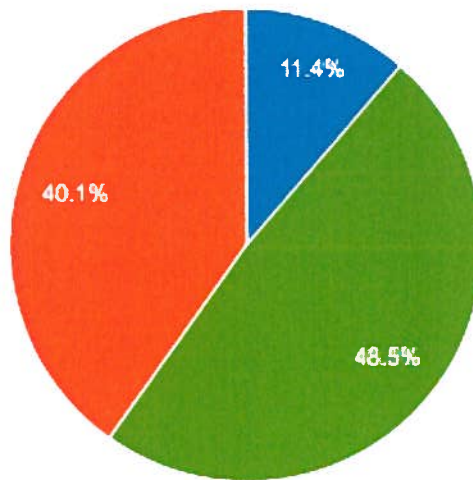


P 775.686.7439
F 775.334.4313
50 W. Liberty / #640
Reno, Nevada 89501

Traffic Sources

- Search Engines: 11.4%
- Direct Traffic: 40.1%
- Referral Traffic: 48.5%
- Note: Direct and Referral traffic are both particularly high (most traffic on sites is dominated by Search). From this, we can infer that a large amount of people have heard or seen the URL from other sources.

■ Search Traffic ■ Referral Traffic ■ Direct Traffic



Search Keywords (11.4% of all visits):

- enlace de salud nevada
- enlacedeseguromediconevada.com
- indice de pobreza en nevada, usa
- enlacedeseguromedico
- enlaced seguromedico
- Note: It's clear that people already new about Nevada Health Link (Enlace de Salud Nevada) when they made these searches. This means that awareness of the brand name has been effectively spread, but also that there is room for improvement in ranking for other keywords and targeting viewers who have not heard of the brand.



P 775.686.7439
F 775.334.4313
50 W. Liberty / #640
Reno, Nevada 89501

Direct Traffic (40% of all visits):

- 66.3% of all direct visits go to the homepage
- 8.4% goes straight to Calculadora De Primas (premium calculator)
- 6.8% goes to calendario (calendar)
- 3.5% goes to the faqs
- 2.78% goes to /que-es-enlace-de-seguro-medico-nevada (what is Nevada Health Link)

Referring (48.5% of all visits):

- nevadahealthlink.com
- ib.adnxs.com
- pixel.mathtag.com
- us.mg5.mail.yahoo.com
- lax1.ib.adnxs.com

Website Visitor Cities:

- Reno
- Las Vegas
- Los Angeles
- Phoenix
- North Las Vegas

Content

Most Visited

- Homepage
- Calculadora de Primas (Premium Calculator)
- Calendario (calendar)
- Que es enlace de seguro medico (what is Nevada Health Link)
- faqs

Top Exit Pages (by # of exits)

- Homepage
- Calculadora de Primas (Premium Calculator)
- Costos basados en ingresos (Costs based on income)
- faqs
- Que es enlace de seguro medico (what is Nevada Health Link)



P 775 686 7439

F 775 334 4313

50 W. Liberty / #640

Reno, Nevada 89501

Topline Report Weekly Digital Campaign Performance

Nevada Health Link (Silver State Health Insurance Exchange)

- 1) Almost 1.4MM impressions served and we're currently on pace for the initial awareness portion.
- 2) The overall campaign CTR is holding quite strong at 0.12%. As we continue throughout the awareness phase, CTR is a core focus to drive traffic and engagement on site to education and inform.
 - a. The "Uninsured Latinos" audience, with a core mobile focus, continues to drive a strong CTR of 0.22%.
 - b. We continue to see performance increase from the "Uninsured Families" audience.
 - c. The "Young and Uninsured" audience is performing well at 0.06%, though comparatively, less so than the other key audience segments. This continues to be a key segment of the population by which there is a need to communicate the messaging, so we do not recommend any shifts away from this audience due to CTR, especially this early.
 - d. The retargeting elements continue to perform well, and will scale as we progress with additional traffic to the site.
 - e. The local sites strategy is valuable for in-geographic relevance, though is not performing nearly as well as other audience strategies in terms of CTR.
- 3) The English ad concepts of FAM1 and YIF1 are performing at 0.14% and 0.10% CTR respectively, and we're nearing a point where we feel comfortable testing new ad concepts. We do need to be careful, however, given current pacing, to consider concept swaps vs. additions. Recommendation right now would be to wait until next Monday's report when we expect to cross the 1MM impression/concept mark, and at that point we can suspend the lower performing concept for replacement with a new.
 - a. When we get into the enrollment phase of the campaign where the impression volume is higher per day, we will be in a position to sustain multiple concepts at one time, and be able to make swaps/additions in a more timely fashion.
 - b. The Spanish concepts of FAM2 and YIM1 continue to perform very well though are lower volume as they represent a smaller portion of the overall buy. We recommend leaving these concepts in rotation for some time before the performance stabilizes with sizeable impression volume. We can then consider additional concepts or swaps.

Weekly Campaign Performance Report

SILVER STATE HEALTH INSURANCE EXCHANGE

Goal: Inform residents of the state of Nevada of the upcoming health insurance changes that require coverage.

Campaign
As EOD

SSHIO313A
8/4/13

Start Date 7/15/13
End Date 3/29/14

Resonate Solution: Target key audiences in the state to educate and inform them and ultimately drive them to sign up to ensure they are covered.

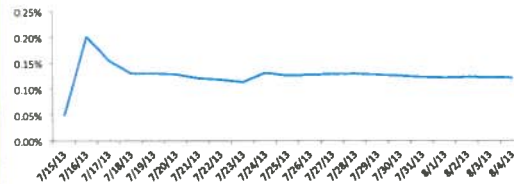
Campaign Pacing



Campaign Summary

- 1) Almost 1.4MM impressions served and we're currently on pace for the initial awareness portion.
- 2) The overall campaign CTR is holding quite strong at 0.12%. As we continue throughout the awareness phase, CTR is a core focus to drive traffic and engagement on site to education and inform.
 - a. The "Uninsured Latinos" audience, with a core mobile focus, continues to drive a strong CTR of 0.22%
 - b. We continue to see performance increase from the "Uninsured Families" audience.
 - c. The "Young and Uninsured" audience is performing well at 0.06%, though comparatively, less so than the other key audience segments. This continues to be a key segment of the population by which there is a need to communicate the messaging, so we do not recommend any shifts away from this audience due to CTR, especially this early.
 - d. The retargeting elements continue to perform well, and will scale as we progress with additional traffic to the site.
 - e. The local sites strategy is valuable for in-geographic relevance, though is not performing nearly as well as other audience strategies in terms of CTR.
- 3) The English ad concepts of FAM1 and YIF1 are performing at 0.14% and 0.10% CTR respectively, and we're nearing a point where we feel comfortable testing new ad concepts. We do need to be careful, however, given current pacing, to consider concept swaps vs. additions. Recommendation right now would be to wait until next Monday's report when we expect to cross the 1MM impression/concept mark, and at that point we can suspend the lower performing concept for replacement with a new.
 - a. When we get into the enrollment phase of the campaign where the impression volume is higher per day, we will be in a position to sustain multiple concepts at one time, and be able to make swaps/additions in a more timely fashion.
 - b. The Spanish concepts of FAM2 and YIM1 continue to perform very well though are lower volume as they represent a smaller portion of the overall buy. We recommend leaving these concepts in rotation for some time before the performance stabilizes with sizeable impression volume. We can then consider additional concepts or swaps.

CTR over Time



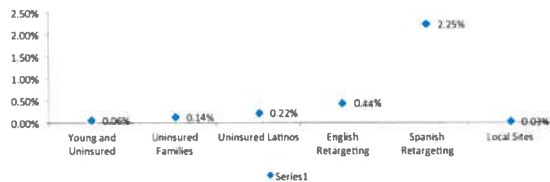
Campaign Performance

Days Remaining	Total Scheduled Impressions	Delivered Impressions	% Delivered	Budget Spent	Clicks	CTR
237	41,068,508	1,384,467	3%	\$11,421.85	1,687	0.12%

Performance by Site

Site	Delivered Impressions	Budget Spent	Clicks	CTR
Young and Uninsured	402,139	\$3,317.65	248	0.06%
Uninsured Families	474,528	\$3,914.86	644	0.14%
Uninsured Latinos	302,962	2,499	670	0.22%
English Retargeting	9,270	\$76.48	41	0.44%
Spanish Retargeting	845	\$6.97	19	2.25%
Local Sites	194,723	\$1,606.46	65	0.03%

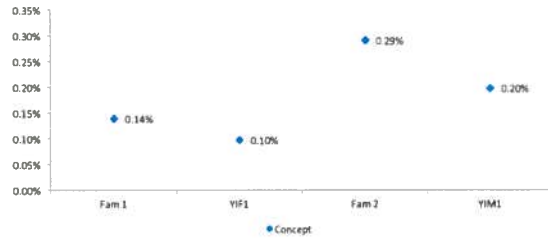
CTR by Site



Performance by Concept

Concept	Delivered Impressions	Budget Spent	Clicks	CTR
Fam 1	711,229	\$5,867.64	985	0.14%
YIF1	638,898	\$5,270.91	618	0.10%
Fam 2	17,162	\$141.59	50	0.29%
YIM1	17,178	\$141.72	34	0.20%

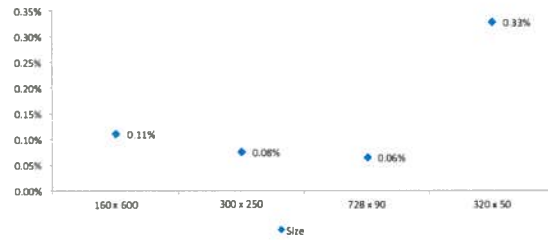
CTR by Concept



Performance by Size

Size	Delivered Impressions	Budget Spent	Clicks	CTR
160 x 600	153,327	\$1,264.95	169	0.11%
300 x 250	395,473	\$3,262.65	297	0.08%
728 x 90	576,229	\$4,753.89	370	0.06%
320 x 50	259,438	\$2,140.36	851	0.33%

CTR by Size



Performance by Type

Type	Delivered Impressions	Budget Spent	Clicks	CTR
Flash	1,125,029	\$9,281.49	836	0.07%
Animated	259,438	\$2,140.36	851	0.33%

CTR by Type



Audience/Ad Concept

Total Performance	Delivered Impressions	Budget Spent	Clicks	CTR
Young and Uninsured	402,139	\$3,317.65	248	0.06%
YIF1	402,139	\$3,317.65	248	0.06%
Uninsured Families	474,528	\$3,914.86	644	0.14%
FAM1	474,528	\$3,914.86	644	0.14%
Uninsured Latinos	302,962	\$2,499.44	670	0.22%
FAM1	134,713	\$1,111.38	288	0.21%
FAM2	16,757	\$138.25	39	0.23%
YIF1	134,754	\$1,111.72	317	0.24%
YIM1	16,738	\$138.09	26	0.16%
English Retargeting	9,270	\$76.48	41	0.44%
FAM1	4,592	\$37.88	21	0.46%
YIF1	4,678	\$38.59	20	0.43%
Spanish Retargeting	845	\$6.97	19	2.25%
FAM2	405	\$3.34	11	2.72%
YIM1	440	\$3.63	8	1.82%
Local Sites	194,723	\$1,606.46	65	0.03%
FAM1	97,396	\$803.52	32	0.03%
YIF1	97,327	\$802.95	33	0.03%